

# EXHIBIT EE

# Expect More in Dermatology

## January Sales Meetings

**HUMIRA**  
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06L-64C-R659-12



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# MD's & PA's Must Do's for Every Call

1. **Define Expect More**
  - Always use in context of greater than a 50% improvement is possible in the treatment of PsA
2. **Depending on your objective for the call, use one of the following:**
  - DLQI & PASI sub-analysis
  - Swimmer: PASI 90
  - Basketball: ACR 70
3. **Build comfort:**
  - Clinical experience into the 9<sup>th</sup> year in RA trials
  - Largest safety database of TNF-2 antagonists in 2002
  - Fastest growing, Rx'd by 1,000 derms
4. **Close with:**
  - "Isn't there 1 patient who you could expect more than a greater than 50% improvement in their symptoms that you could treat with HUMIRA?"

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A Promise for Life

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# Office Staff & Nurses Must Do's for Every Call

## 1. Define Expect More

- Always use in context of greater than a 50% improvement is possible in the treatment of PSA

## 2. Depending on your objective for the call, detail one of the following:

- myHUMIRA services & enrollment forms
- HUMIRA FAQ Brochure
- Diagnosis of PSA tearpad

## 3. Build comfort

## 4. Close with:

- 1-800 myHUMIRA number
- Patient type

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